

Creating a Sustainable National Market for ENERGY STAR Qualified Lighting

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What is the ALA?

- American Lighting Association (ALA) is a trade association representing the lighting industry
- Members include fixture and fan manufacturers, retail showrooms, electrical distributors, sales representatives and lighting designers
- Work with members to address concerns in the lighting industry
 - Provide trainings/education
 - Lighting certification programs
 - Track legislation/state codes pertaining to lighting & fans
 - Partnerships with Government programs e.g. ENERGY STAR

ALA Relationship with ENERGY STAR

- ENERGY STAR Partner since 2001
- Nearly 300 member showrooms are ENERGY STAR partners
- Bring ENERGY STAR messaging to members
 - ALA Web site
 - Trainings/Conferences
 - Member outreach materials e.g. faxes, newsletters
 - ENERGY STAR representatives at Annual Conference

What are Some Market Barriers Affecting ALA Members?

- Lack of consumer awareness
 - Consumers & sales staff don't understand advantages of ENERGY STAR qualified products
- Product Availability/Price
 - Showrooms/electrical distributors do not stock products if consumers/builders are not asking for them
 - ENERGY STAR qualified fixtures more expensive to purchase
- Negative consumer perceptions
 - Appearance of fluorescent light & fluorescent products
 - Bad experience with low-quality products

Addressing Lack of Awareness

- Educate members
 - ENERGY STAR education section in ALA member training manual and online training
 - ENERGY STAR representatives speak at ALA Annual Conference to address and educate members
 - ENERGY STAR hand-outs/posters at ALA booth in Dallas Market and during showroom training sessions
- Provide tips on benefits of ENERGY STAR qualified lighting:
 - Feature benefits in *Lightrays*/faxes to members
 - Mail postcards with selling tips to showroom members

Addressing Product Availability/Price

- Provide members with information on successes of stocking and promoting ENERGY STAR
 - ENERGY STAR showroom case studies on ALA Web site
 - Demonstrates showroom success stories with ENERGY STAR
 - Highlight manufacturers whose ENERGY STAR qualified products are being sold
 - Tips/strategies for other showroom members to successfully sell qualified product

Addressing Product Availability/Price

- Provide members with information on successes of stocking and promoting ENERGY STAR
 - Highlight ENERGY STAR success stories in bi-monthly newsletter
 - Provide information on ENERGY STAR Advanced Lighting Package (ALP) for new construction
 - Encourage members to tap into this distribution channel
 - Encourage showrooms/distributors to be source of decorative fixtures

Addressing Negative Consumer Perceptions

- Sponsor *Lighting For Tomorrow* design competition to combat negative consumer perceptions on fluorescent technology
 - Engages manufacturers in the development of attractive and innovative designs
 - Makes showrooms/distributors aware and interested in decorative fluorescent product
 - Encourages stocking/promoting of ENERGY STAR qualified fixtures

Plans Moving Forward to Address Market Barriers

- Updating ALA Web site
 - Including information about T-24 and ENERGY STAR as a quality solution
- Continuing to update online training and member training manual with ENERGY STAR messaging
- Launching *Simply Perfect Lighting* consumer magazine with Better Homes & Gardens this fall
- Bringing ENERGY STAR success stories to members to encourage increased stocking/promoting of ENERGY STAR qualified products
 - More case studies